



DEPARTMENT OF THE NAVY
OFFICE OF THE CHIEF OF NAVAL OPERATIONS
2000 NAVY PENTAGON
WASHINGTON, DC 20350-2000

IN REPLY REFER TO

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OPNAVNOTE 5305
Ser N09C4/9U665949
14 December 1999

OPNAV NOTICE 5305

From: Chief of Naval Operations
To: All Ships and Stations (less Marine Corps field addressees
not having Navy personnel attached)

Subj: 1999 INTERNAL MEDIA AWARDS

Ref: (a) SECNAVINST 5720.44A

Encl: (1) CHINFO Merit Awards Program
(2) TJ Awards Official Entry Form
(3) Sample Authorization Letter
(4) Print Categories and Entry Specifications
(5) Broadcast Categories and Entry Specifications

1. Purpose. To describe in detail the Chief of Information (CHINFO) Merit Awards and issue guidelines for participation.

2. Background. The basic objectives of the awards discussed in reference (a) are to recognize exemplary achievements in internal media products by Navy commands and individuals. CHINFO first place winners, except those in Navy-unique categories, will be forwarded to compete in the interservice competition, the Thomas Jefferson Awards, sponsored by the Department of Defense (DOD).

3. Action. Addressees are requested to disseminate the information contained in this notice as appropriate. Entries should be submitted in accordance with the guidelines in enclosures (1) through (5).

4. Report. The reporting requirement contained in enclosure (5) is exempt from reports control by SECNAVINST 5214.2B.

THOMAS J. JURKOWSKY
Chief of Information

Distribution:
SNDL Parts 1 and 2

CHINFO MERIT AWARDS PROGRAM

1. Background. The annual CHINFO Merit Awards Program recognizes outstanding achievements in internal media products produced by Navy commands and individuals. The program is coordinated by the Naval Media Center. First-place CHINFO Merit Award entries, with the exception of those in Navy-unique categories, will be forwarded to American Forces Information Service for further competition as official Navy entries in the appropriate categories in the Department of Defense Thomas Jefferson (TJ) Awards contest.

2. Entry Dates. Print/broadcast entries must be received no later than 24 January 2000. Judging will be held 1-29 February 1999. Winners will be announced via message and on the Naval Media Center website at: www.mediacen.navy.mil on or about 17 March 2000.

3. Categories. Detailed descriptions of each category listed below are contained in enclosures (4) and (5). The following are categories for which CHINFO Merit Awards will be presented:

a. Print Media: Military Funded Newspapers, Civilian Enterprise Newspapers; News Article; Feature Article; Commentary; Sports Article; Series; Single or Stand-alone Photograph; Picture Story; Photojournalism; Illustrative Art; Special Achievement in Print Media; Departmental Level Writing; Outstanding Flagship Publication; Contribution by a Contractor/Stringer; Department of Navy Print Journalist of the Year; Information Graphics; Web-based Publication; Familygram; Cruisebook; Internal Publication for a Specific Audience.

b. Broadcast Media: Radio Entertainment Program; Radio Spot Production; Radio Reports; Radio News (less than 5 minutes); Radio News (more than 5 minutes); TV Information Program; TV Spot Production; TV Report; TV Sports Report; Local TV Newscast; Regional TV Newscast; Command Information Campaign; Department of Navy Broadcast Journalist of the Year; SITE TV Newscast; SITE TV Spot Production; SITE Open.

4. Mandatory Publication and Broadcast Dates. Mandatory publication dates are specified in enclosure (4). Mandatory broadcast dates are no longer required for any categories.

5. Eligibility

a. All Department of Navy active duty, civilian and Selected Reserve personnel are eligible to compete. Civilian Enterprise newspaper contractor personnel as well as civilian stringers for an official or authorized publication may compete in the Contribution by a Contractor/Stringer category only.

b. Department-level publications and professional or technical publications such as **Naval Aviation News**, **Surface Warfare**, **Navy Recruiter**, **Fathom**, **Link**, **Trident**, **Sealift**, **Deckplate** and **Spawarrior** are not eligible for print categories A-F. These publications may compete only in the Navy-unique category, Publication for a Specific Audience.

c. Department of Navy personnel assigned to the Office of the Secretary of Defense or its elements, including the American Forces Information Service and the **Stars and Stripes** newspapers are ineligible.

d. Department of Navy personnel assigned to **All Hands Magazine** may compete in category Q, Departmental Writing and category T, DON Print Journalist of the Year.

e. Department of Navy personnel assigned to **Navy/Marine Corps News** may enter broadcast category M, DON Broadcast Journalist of the Year and not more than four additional categories.

f. All entries must have been published/aired during calendar year, 1 January 1999 through 31 December 1999.

g. In the print categories, published articles, illustrative art or photos from civilian newspapers, e.g., **Navy Times**, **The Washington Post** or **Stars and Stripes** are ineligible. Competition is open only for Navy funded and authorized civilian enterprise internal newspapers produced by Navy commands.

h. The following media are not eligible to enter the awards program: civilian enterprise (CE) guides and directories, yearbooks, educational and training films and commercially produced broadcast products.

6. Entries

a. Entries must be received at the Naval Media Center no later than 24 January 2000. Late or incomplete entries will be disqualified. Entries become the property of the CHINFO Merit Awards Program and will not be returned.

b. In the writing, photography, illustrative art, contribution by contractor/stringer and information categories, individuals are limited to one entry per category but may enter all categories for which they are eligible. Units and teams may enter unit categories once. No entries may be submitted in more than one category with the exception of the DON Print Journalist of the Year category.

c. The official entry for print categories, except categories A-F, R, V and possibly P (depending on submission), must be a tear sheet with folio line of published material from internal media mounted on 11" x 14" mat boards, with a copy of the entry form mounted on the back.

d. In broadcast categories, commands may select to enter as a unit representing the command or as a team (group of contributors), but they may not enter as both. Individuals are limited to one entry per category but may enter all categories for which they are eligible. If the option of unit or team is selected for a specific category, no individual entries from that command may be entered in that same category. Individual entries should have priority over unit entries. No single entry (package) may be submitted in more than one category except for DON Broadcast Journalist of the Year.

Enclosure (1)

e. Contact Mr. J.D. Leipold, Naval Media Center, Visual Information Policy Department, DSN 288-3776, commercial (202) 433-3776 or email leipold@mediacen.navy.mil with questions concerning print categories.

f. Contact JOCS(SW) Merrilee Paige, Naval Media Center, Broadcasting Department, DSN 288-4714, commercial (202) 433-4714 or e-mail paige@mediacen.navy.mil with questions concerning broadcast categories.

7. Judging. A team of journalists, photographers and public affairs specialists will be selected by Naval Media Center to serve as judges for the CHINFO Merit Awards.

a. Entries will be judged on professional excellence, originality, appeal to target audience and support of Department of Defense and Department of Navy internal information themes and objectives.

b. Judges may select a first, second, third and honorable mention winner in each category. Where entries in a category are deemed not up to contest standards, judges may choose not to confer awards.

c. Publications will be judged on the following elements: editorial mix, quality of writing, layout/design, graphics and photos, editing and reader feedback. Individual print entries will be judged on the following general elements: originality, clarity, accuracy, organization, grammar and spelling.

d. Photography and illustrative art entries will be judged on the following general elements: originality, technical elements, composition, impact and how well the photo or artwork tells a story or supports a story or theme.

e. Broadcast entries will be judged on the following general elements: originality, clarity, accuracy, organization, lighting, sound and editing techniques.

8. Awards

a. By type, the following categories of awards are established: individual, team and unit. Team entries may have up to three co-equal contributors. Unit entries may have a primary contributor and up to five significant contributors. In extremely rare instances, the number of contributors may exceed five; in those cases, an exception to this policy must be requested in accordance with subparagraph c.

b. Team awards may be made for up to three people in an organization. The intent is to recognize contributions that are significant, equal and integral to the success of the submission. An example is where duties on a radio program are shared by two. The intent of this award is to establish a level of recognition between individual and unit awards, with the latter designed to recognize contributions by a greater number of individuals working as a department or command.

c. There may be instances when the number of individuals who significantly contributed to a team or unit submission exceeds the designated limit for an award. On those occasions, an exception in the number of contributors may be requested. The request must be in writing and accompany the official entry form (enclosure 2). At a minimum, the request will identify the individual contributors by name and position, with a brief description provided of the specific contributions made and the specific justification as to why an exception should be granted. To preclude any denigration in the significance of the CHINFO Merit Awards, these requests should be held to a minimum.

9. Mailing Procedures

a. Mail print and broadcast entries to:

CHINFO Merit Awards Program
Naval Media Center
Naval District Washington Anacostia Annex
2713 Mitscher Road SW
Washington DC 20373-5819

b. Please check packages before mailing. Each year, entries are disqualified because enclosures were forgotten. Overseas commands should allow time for mail to reach the Washington, D.C. area. Entries must reach Naval Media Center by 24 January 2000.

**DEPARTMENT OF DEFENSE
THOMAS JEFFERSON AWARDS PROGRAM**

Official Entry Form

(Please Print or Type)

Service Submitting Entry: *(circle one)* **USN USNR USMC USMCR**

Medium: *(circle one)* **Print Broadcast Type of Award:** **Individual Team Unit**

Category: *(circle one)* **A__ B__ C D E F G H I J K L M N O P Q R S T U V W__ X__ Y__**

Category: *(write one)*

Entry Title:

Air Date: _____ **Location:**

Unit POC: *Rank, Name, Service Branch, Position Title (PAO, Editor, Sta. Mgr), Email Address*

Submitting Unit: *Unit Name & Complete Mailing Address, DSN & Commercial Phone #s*

Command Level POC: *Rank, Name, Position Title, Mailing Address, Email Address, DSN & Commercial Phone #s*

Please provide the following information as it should appear on the award certificate. Primary Contributor(s) will either be the unit/duty section or individual. In case of the team award, a maximum of 3 individuals may be listed. Significant Contributor(s) are always individuals and a maximum of 5 individuals may be listed. All individuals must be identified by Rank, Name and Service Branch.

Primary Contributor(s)

Significant Contributor(s)

Unit/Duty Section

Enclosure (2)

Entry Form Specifications

1. The Department of Defense Thomas Jefferson Awards Program form should be used for all CHINFO Merit Awards entries. This allows DON first place winners in all categories but Navy-unique to simply be forwarded to DOD with minimum additional paperwork.
2. All blanks on the form should be completed.
3. Circle your service.
4. Within "medium," circle either "print" or "broadcast."
5. Within "type of award," circle appropriately.
6. Next to "category," circle appropriately. In categories A, B, W, X and Y, enter on the line following the letter the sub-category as either "1" or "2."
7. Next to "category," write/type the name of the category as reflected by the letter circled on the previous line.
8. Next to "entry title," include as appropriate, the name of your newspaper, story, photograph, radio show, familygram, etc.
9. Next to "air date," include the first date that the product was broadcast or cablecast to the internal audience. At a minimum, the month and year must be provided.
10. Next to "location," include the location of the broadcast or cable stations that aired the product the first time it aired for the internal audience. The broadcast or cable station name and its location (e.g., Naval Media Center Broadcast Detachment Sigonella) must be included. If the program aired on a military web page, provide the web address and server location.
11. Unit POC: Self-explanatory.
12. Submitting Unit: Self-explanatory.
13. Command Level POC: Self-explanatory.
14. Primary Contributor(s) and Significant Contributor(s): Include full rank such as Journalist 1st Class or Chief Radioman, etc. Also include whether USN or USNR, etc.

OPNAVNOTE 5305
14 December 1999

SAMPLE AUTHORIZATION LETTER

Department of the Navy
ATTACK SQUADRON 00
NAVAL AIR STATION ATLANTIC
YOURTOWN USA 01010-1234

5305
Serial 111/
Date

From: Commanding Officer, Attack Squadron 00
To: Commanding Officer, Naval Media Center

Subj: CHINFO MERIT AWARDS CONTEST

Ref: (a) OPNAVNOTE 5305

Encl: (1) Entry form and entry package for Print Category A
(2) Entry form and entry package for Print Category F
(3) Certificate of Authenticity for Print Category F

1. Per reference (a), enclosures (1) through (3) are submitted.
Point of contact is JO2 I.M. Saylor, COMM (555) 555-5555 or DSN
555-5555. Email address: saylor@whatever.navy.mil

2. The address of next senior command is:

Commander, Medium Attack Wing 00
Naval Air Station
Yourtown, State 10101-1100

J. P. JONES

Enclosure (3)

PRINT CATEGORIES AND ENTRY
SPECIFICATIONS

CONTENTS

- I. Entry Form
- II. Authorization Letter
- III. Publication Categories
- IV. Individual Writing Categories
- V. Individual Photography Categories
- VI. Illustrative Art
- VII. Special Achievement in Print Media
- VIII. Departmental Level Writing
- IX. Outstanding Flagship Publication
- X. Contribution by a Contractor-Stringer
- XI. DON Print Journalist of the Year
- XII. Information Graphics
- XIII. Web-based Publication
- XIV. Navy-unique Categories

I. Entry Form

a. Use a clean copy of enclosure (2) DOD Thomas Jefferson Awards entry form as the CHINFO Merit Awards entry form.

b. Type or print the information. Spell out full ranks, names, organization and complete address, including email. Avoid acronyms.

c. Where mat boards are required, rubber cement a reproduced copy of the entry form to the back of the example in the entry. Be sure to submit the original entry form as an enclosure to the authorization letter.

II. Authorization Letter

a. Enclosure (3) is a sample authorization letter. All entries may be submitted under one cover letter. List as many enclosures as required.

b. Enclose a Certificate of Authenticity for individual print category entries without by-lines. This certificate is a dated memo signed by the public affairs officer or officer in charge stating the submission to be the entrant's work.

c. Include a point of contact, phone number and email address.

d. Entry letter must be signed by the commanding officer, officer in charge, public affairs officer or a person with "by direction" authority, be dated and serialized.

e. All submissions must have been published between 1 January 1999 and 31 December 1999.

III. Publication Categories

a. **Military Funded Newspapers, Large, Category A.** Funded tabloid or larger newspapers.

(1) Category A1/Deployed Units. This is designed to recognize the outstanding efforts of deployed units (ships, squadrons, battalions, detachments).

(2) Category A2/Shore Units. This is designed to recognize the outstanding efforts of shore commands.

(3) Winners of categories A1 and A2 will compete for the overall category A winner which will be forwarded to the DOD Thomas Jefferson Awards.

b. **Military Funded Newspapers, Small, Category B.** Funded smaller than tabloid, other than magazine format newspapers.

(1) Category B1/Deployed Units. This is designed to recognize the outstanding efforts of deployed units (ships, squadrons, battalions, detachments).

(2) Category B2/Shore Units. This is designed to recognize the outstanding efforts of shore commands.

(3) Winners of categories B1 and B2 will compete for the overall category B winner. The overall winner will be forwarded to the DOD Thomas Jefferson Awards.

c. **Military Funded Newspaper, Magazine Format, Category C.** Funded newspapers bound in a magazine format generally characterized as 8-1/2 X 11 inches in size and saddle-stitched (two staples in the spine).

d. **Civilian Enterprise Newspaper, (Metro), Category D.**

e. **Civilian Enterprise Newspaper, (Tabloid), Category E.**

f. **Civilian Enterprise Newspaper (Magazine Format), Category F.**

Enclosure (4)

g. Specifications for the Categories A, B, C, D, E & F.

(1) Submit **TWO** issues published during calendar year 1999. One issue must be dated 7 May 1999, or if none was published on that date, the issue published immediately prior. The second issue submitted should be chosen by the newspaper staff.

(2) Paperclip copy of entry form to submission.

(3) Submit original entry form as a separate enclosure with cover letter.

(4) Type of award: These categories must be submitted as either "unit" or "unit with primary contributor" entries.

(5) Differences in products due to non-editorial considerations, such as full color printing, coated stock, etc., will not be taken into account during judging.

IV. Individual Writing Categories

a. There are four categories.

(1) **News Article, Category G.** A non-feature news story about an unexpected and newsworthy event that took place within the publication cycle of the issue of the newspaper in which it appeared. Articles about planned events are ineligible.

(2) **Feature Article, Category H.**

(3) **Commentary, Category I.** Regularly published columns, general commentary, observations and other opinion-type print products.

(4) **Sports Article, Category J.**

(5) **Series, Category K.** An entry must include two or more articles dealing with a common topic which appeared sequentially in more than one edition of the publication.

b. Specifications for Categories G, H, I, J and K.

(1) Submit **ONE** article from an **original** newspaper tearsheet. Do not submit a photocopy.

(2) Article must be by-lined, or include a certificate of authenticity from the responsible public affairs officer.

(3) Photos and line art must be deleted.

Enclosure (4)

(4) Neatly cut out the example and mount with rubber cement on an 11" x 14" mat board. A tearsheet may be folded-to-fit on one board or if a centerspread, two mounting boards may be joined with sturdy tape side by side to give the appearance of an open book.

(5) Use rubber cement to mount a copy of the entry form to the back of the mat board.

(6) Submit original entry form as a separate enclosure with cover letter.

(7) Type of award: Must be submitted as an individual entry with the exception of ***Series, Category K*** which may be submitted as a unit award where more than one individual has contributed to the series.

V. Individual Photography Categories

a. There are three categories.

(1) ***Single or Stand-Alone Photograph, Category L.*** Entry must be either a single photo in support of a story or a stand-alone photo. Captions are optional, although they will not be judged.

(2) ***Picture Story, Category M.*** Entry must have two or more photos that tell a story. Display and body copy should not be deleted, although they will not be judged.

(3) ***Photojournalism, Category N.*** Entry must have two or more photos accompanied by either news, feature or sports stories. The photography, captions, cutlines and body copy must have all been produced by the entrant. All elements will be judged.

b. Specifications for Categories L, M and N.

(1) (1) Submit **ONE** article from an **original** newspaper tearsheet. Do not submit a photocopy or an original photograph.

(2) Article must be by-lined, or include a certificate of authenticity from the responsible public affairs officer.

(3) Neatly cut out the example and mount with rubber cement on an 11" x 14" mat board. A tearsheet may be folded-to-fit on one board or if a centerspread, two mounting boards may be joined with sturdy tape side by side to give the appearance of an open book.

(4) Use rubber cement to mount a copy of the entry form to the back of the mat board.

(5) Submit original entry form as a separate enclosure with cover letter.

(6) Type of award: Must be submitted as an individual entry. In categories requiring two or more photographs, all photographs must have been produced by the same photographer.

VI. Illustrative Art

a. ***Illustrative Art, Category O.*** Illustrative art may be drawn, computer-generated or produced through traditional means, to include a drawing, painting or air-brushed art in support of a story or theme (includes cartoon art). The supported story must be included but will not be judged.

b. Specifications for Category O.

(1) Submit ONE example from an original newspaper tearsheet. Do not use a photocopy. Do not send original artwork.

(2) Graphics which lack a credit line must be accompanied by a letter of authenticity from the public affairs officer.

(3) Neatly cut out the example and mount with rubber cement on an 11" x 14" mat board. A tearsheet may be folded to fit on one board or if a centerspread, two mounting boards may be joined with sturdy tape side by side to give the appearance of an open book.

(4) Rubber cement a copy of the entry form to the back of the mat board.

(5) Submit original entry form as a separate enclosure with cover letter.

(6) Type of award: Must be submitted as an individual entry.

VII. Special Achievement in Print Media

a. ***Special Achievement in Print Media, Category P,*** is for products which do not readily fall into other categories. An entry is ONE example which may be a special edition newspaper, pamphlet magazine or other one-time project.

b. Specifications for Category P.

(1) Paperclip a copy of the entry form to the submission or rubber cement to a 11" x 14" mat board if the entry consists of a tearsheet.

(2) Submit original entry form as a separate enclosure with cover letter.

(3) Type of award: May be submitted as an individual, team or unit award. Should a unit decide to enter, it may enter once, therefore efforts should be taken to enter the best from a variety of products. For example, if a port call booklet has been produced as well as a ship's calendar, the unit must decide which to enter. The unit may not enter both.

Enclosure (4)

VIII. Department Level Writing, Category Q. This award recognizes personnel who write for *All Hands Magazine*.

a. Specifications for category Q.

(1) Submit ONE article from an original magazine tearsheet. Do not submit a photocopy. The example must include a story or series of stories from category K or from one of the following categories: G, H, I or J.

(2) Articles must be by-lined, or include a certificate of authenticity signed by the public affairs officer.

(3) Do not delete artwork or photographs, although these will not be judged.

(4) Neatly cut out the example and mount with rubber cement on an 11" x 14" mat board. A tearsheet may be folded to fit on one board or if a centerspread, two mounting boards may be joined with sturdy tape side by side to give the appearance of an open book.

(5) Rubber cement a copy of the entry form to the back of the mat board.

(6) Submit original entry form as a separate enclosure with cover letter.

(7) Type of award: Must be submitted as an individual entry.

IX. Flagship Publication, Category R. This award recognizes the overall excellence of the flagship publications at the DOD Thomas Jefferson Awards. It applies to the following magazines only: *All Hands Magazine, Airman, Soldiers, Marines and Coast Guard*. Submit two issues. One issue must be the June 1999 edition. The second issue should be chosen by the magazine staff.

X. Contribution by a Newspaper Contractor-Stringer, Category S. This award recognizes a single outstanding contribution, whether news, feature, photograph or other category (as defined in categories G through O and U that has been prepared by an individual contract writer or stringer for a Navy newspaper.

a. Specification for category S.

(1) Submit ONE article from an original newspaper tearsheet. Do not submit a photocopy.

(2) Articles must be by-lined, or include a certificate of authenticity signed by the public affairs officer.

(3) Photos and line art must be deleted.

Enclosure (4)

(4) Neatly cut out the example and mount with rubber cement on an 11" x 14" mat board. A tearsheet may be folded to fit on one board or if a centerspread, two mounting boards may be joined with sturdy tape side by side to give the appearance of an open book.

(5) Rubber cement a copy of the entry form to the back of the mat board.

(6) Submit original entry form as a separate enclosure with cover letter.

(7) Type of award: Must be submitted as an individual entry.

XI. Print Journalist of the Year

a. ***Print Journalist of the Year, Category T.*** This award recognizes the individual who best exemplifies the highest standards of military print journalism through writing in a spectrum of categories of internal information.

b. Specifications for Category T.

(1) Submit **FIVE** examples from original newspaper or publication tearsheets. Do not use photocopies.

(2) The entry must include at least one story in three of the four writing categories (G, H, I & J). For example, two sports stories, two news articles, and one commentary. Clearly label the article on the entry form, i.e., "Protector of the Trees"-Feature Article, "Softball Season"-Sports Article, etc.

(3) Must be by-lined or include a certificate of authenticity.

(4) Delete photos and artwork.

(5) Neatly cut out examples and mount with rubber cement one per 11" x 14" mat board. A tearsheet may be folded to fit on one board or if a centerspread, two mounting boards may be joined with sturdy tape side by side to give the appearance of an open book.

(6) Rubber cement a copy of the entry form to the back of each mat board.

(7) Submit original entry form as a separate enclosure with cover letter.

(8) Include a Letter of Nomination from the commanding officer, officer in charge or public affairs officer. The letter should endorse the submission. Enclosures to the letter of nomination are:

(9) Submit a one-page biographical sketch.

(10) Type of award: Must be submitted as an individual entry.

Enclosure (4)

XII. Information Graphics, Category U

a. **Information Graphics, Category U.** Graphic elements that require research and convey information at a glance. (Line art, charts, graphs or drawings that convey information in a quick "snapshot.") Computer-generated art and combinations of symbols with standard graphics fare by the same individual are also examples of information graphics. Entries must contain all of the following elements: art, headline, informal text and source credit. Source credit must be part of the graphic and cannot be accomplished through an accompanying letter.

b. Specifications for Category U.

(1) Submit ONE example from an original newspaper tearsheet. Do not submit a photocopy or an original.

(2) Graphics which lack a credit line must be accompanied by a letter of authenticity from the public affairs officer.

(3) Neatly cut out the example and mount with rubber cement on an 11" x 14" mat board. A tearsheet may be folded-to-fit on one board or if a centerspread, two mounting boards may be joined with sturdy tape side by side to give the appearance of an open book.

(4) Use rubber cement to mount a copy of the entry form to the back of the mat board.

(5) Submit original entry form as a separate enclosure with cover letter.

XIII. Web-based Publication, Category V

a. **Web-based Publication, Category V.** A ".mil," ".com," ".org" or ".net" site on the internet or an intranet that graphically presents news and information targeted at an internal audience. Content and design must be produced primarily by DON public affairs personnel. Sites to be judged must conform to DOD and DON internal information, security review, web instructions and regulations.

b. Specifications for Category V.

(1) Provide the site URL and any necessary logon information.

(2) The site must have been in existence for a minimum of 3 months during the contest year and must be updated on a regular schedule (e.g., daily, weekly, etc.)

(3) The site will be judged as it exists and operates on the date the judging takes place which will be in the year 2000.

(4) Type of award: This category must be submitted as either a "unit" or "unit with primary contributor" entry.

Enclosure (4)

XIII. Navy-unique Categories

a. **Familygrams, Categories W1 and W2.** There are two categories, Category W1 (small commands-fewer than 500 persons) and Category W2 (large commands-more than 500 persons).

(1) Familygrams must be from units which were deployed at the time of publication (ships, squadrons, detachments, battalions). The familygram is a means of keeping the family at the home port informed of unit activities.

(2) Enter ONE familygram distributed during deployment in calendar year 1999.

(3) Paperclip copy of entry form to submission.

(4) Submit original entry form as a separate enclosure with cover letter.

(5) Type of award: This category may be submitted as either a unit or unit with primary contributor entry.

b. **Cruisebooks, Categories X1 and X2.** There are two categories, Category X1 (small commands-fewer than 500 persons) and Category X2 (large commands-more than 500 persons).

(1) Submit ONE copy of the unit's cruisebook. If a cruisebook was prepared during the previous fiscal year, it will be eligible if distributed during the award year.

(2) Indicate date of cruisebook distribution in the cover letter.

(3) Paperclip copy of entry form to the cruisebook.

(4) Submit original entry form as a separate enclosure with cover letter.

(5) Type of award: This category may be submitted as either a unit or unit with primary contributor entry.

c. **Internal Publications for a Specific Audience, Categories Y1 and Y2.** There are two categories, Y1 Newspaper format and Y2 Magazine format. This is a print media award for professional and technical publications such as **Naval Aviation News, Surface Warfare, Navy Recruiter, Fathom, Link, Sealift, Deckplate, Trident, Spawarrior**. Specifications for Categories Y1 & Y2:

(1) Submit ONE issue published during calendar year 1999.

(2) Paperclip a copy of entry form to submission.

(3) Submit original entry form as a separate enclosure with cover letter.

Enclosure (4)

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(4) Type of award: This category may be submitted as either a unit or unit with primary contributor entry.

Enclosure (4)

BROADCAST CATEGORIES AND ENTRY
SPECIFICATIONS

CONTENTS

- I. Entry Form
- II. Authorization Letter
- III. Broadcast Entry Packaging
- IV. Broadcast Categories & Specifications
- V. Navy-unique Categories

I. Entry Form

- a. Use a clean copy of enclosure (2) as the CHINFO Merit Awards entry form.
- b. Type or print in the information. Spell out full names, ranks, organization and complete address where requested. Avoid acronyms.
- c. Include a copy of the entry form with your submission.
- d. Submit original entry form as a separate enclosure with cover letter.

II. Authorization Letter

- a. Use enclosure (3) as a sample authorization letter. All entries may be submitted under one cover letter. List as many enclosures as required.
- b. Entry letter must be dated, serialized and signed by the commanding officer, public affairs officer, officer in charge or an individual with "by direction" authority.
- c. All submissions must have been broadcast between 1 January 1999 and 31 December 1999
- d. Overseas commands should allow time for mail to reach the Washington, D.C. area. Entries must be received no later than 24 January 2000. (See enclosure (1), paragraph 9a.)

III. Broadcast Entry Packaging

- a. General Guidelines
 - (1) In every category with the exception of categories L and M, provide only ONE example of the product specified.
 - (2) Entries in separate categories must be on separate tapes.

(3) Music segments must be telescoped to 10 seconds or less.

(4) All entries must be clearly identified with a label on both the outer case and on the cassette. Each cassette must also include an audio slug (radio) or video slate (TV). The following information must be included on the labels and slugs/slides: (a) Entry Category, (b) Entry Title, (c) Run Time, (d) Submitting Organization, (e) Primary Contributor. In the case of labeling the audio cassette, where space is limited, only the title, organization and run time need be included. NOTE: Categories L and M - Provide initial slug/slate only, do NOT slug/slate between examples on the tape.

(5) Non-AFRTS production facilities that use commercial music must provide copyright clearance. Attach to the entry form written approval from the artist, music license agency, musicians' union, recording company and synchronization rights. News releases or features are exempt under the provisions of the Fair Use Doctrine.

(6) Two copies of the entry form must accompany each entry.

b. Audio Submissions

(1) Audio entries should be on audio cassette or mini-disc.

(2) Each tape or mini-disc must have in the following order: (a) 10 seconds of tone, (b) audio slug, (c) 2 seconds of silence, (d) the entry. Note: For categories L and M, ensure there are 3 seconds of silence between each product example on the tape, do NOT include any further tone or slugs between examples.

c. Video Submissions

(1) Video entries will be on ½-inch BetaCam SP, VHS or Hi-8mm videotape cassette. BetaCam SP format is preferred. Submissions must have mixed audio tracks.

(2) Each tape must have in the following order: (a) 10 seconds of color bars and tone, (b) 10 second video slate (those locations without a character generator may use video of the information written legibly on paper), (c) 5 seconds of black; (d) the entry. Note: For categories L and M, ensure there are 3 seconds of black between each example on the tape. Do NOT include any further color bars, tones or slates between examples; (e) at least 30 seconds of black after entry.

(3) All tape submissions should be placed in a "protect" mode to prevent accidental erasure.

IV. Broadcast Categories & Specifications

a. **Radio Entertainment Program, Category A.** On a single tape, enter ONE example of a regularly scheduled or special disc jockey program to include both a show open and close, telescoped to a maximum of 10 minutes.

b. **Radio Spot Production, Category B.** On a single tape, enter ONE spot not to exceed 60 seconds.

c. **Radio Reports, Category C.** On a single tape, enter ONE example of a news, sports, feature or hard news story. Do not include the anchor's lead-in or tag to the story. It will not be heard by the judges and may result in disqualification. A lead-in/tag may be typed on the back of the entry form or on separate paper. If a lead-in/tag is provided on a separate sheet, include the category, title and name of the primary contributor.

d. **Radio News-Five Minutes or Less, Category D.** On a single tape, enter ONE example of a news story. Telescope any product within the newscast that is not provided by a military source. Do not include the anchor's lead-in or tag to the story. It will not be heard by the judges and may result in disqualification. A lead-in/tag may be typed on the back of the entry form or on separate paper. If a lead-in/tag is provided on a separate sheet, include the category, title and name of the primary contributor.

e. **Radio News-More Than Five Minutes, Category E.** On a single tape enter ONE example of a news story. Telescope any product within the newscast that is not provided by a military source. Do not include the anchor's lead-in or tag to the story. It will not be heard by the judges and may result in disqualification. A lead-in/tag may be typed on the back of the entry form or on separate paper. If a lead-in/tag is provided on a separate sheet, include the category, title and name of the primary contributor.

f. **TV Information Program, Category F.** On a single tape, enter ONE example, limited to 60 minutes. Telescope any product within the program that is not provided by a military source. Entry may be a Commander's/Captain's Call, magazine program or documentary. There are no restrictions on personnel, production facilities, or broadcast outlets, except as otherwise noted in this notice.

g. **TV Spot Production, Category G.** On a single tape, enter ONE spot not to exceed 60 seconds.

h. **TV Report, Category H.** On a single tape, enter ONE example of either a hard news or news feature story. Do not include the anchor's studio lead-in/tag to the story on the tape. It will not be shown to the judges and could result in disqualification. Typed lead-ins/tags for the submitted story are recommended and may be typed on the back of the entry form or on a separate paper. If a lead-in/tag is provided on a separate paper, include the category, title and name of the primary contributor. If font information for the story is not on the entry, then it must be included with the entry on the lead-in/tag sheet if one is provided.

Enclosure (5)

i. **TV Sports Report, Category I.** On a single tape, enter ONE example of either a hard sports or sports feature. Do not include the anchor's studio lead-in/tag to the story on the tape. It will not be shown to the judges and could result in disqualification. Typed lead-ins/tags for the submitted story are recommended and may be typed on the back of the entry form or on a separate paper. If a lead-in/tag is provided on a separate paper, include the category, title and name of the primary contributor. If font information for the story is not on the entry, then it must be included with the entry on the lead-in/tag sheet if one is provided.

j. **Local TV Newscast, Category J.** On a single tape, enter ONE newscast in its entirety. Telescope any product within the newscast that is not provided by a military source.

k. **Regional TV Newscast, Category K.** On a single tape, enter ONE regional newscast, which must be regional in scope of audience to include a service-level audience. Telescope any product within the newscast that is not provided by a military source.

l. **Command Information Campaign, Category L.**

(1) Entries should consist of a maximum of 10 minutes of products in support of a specific local/regional command information program. Full service locations must send both radio and television products; radio-only locations send radio products.

(2) Include a two-page documentation package comprised of a background paper and broadcast products and air history sheet with air history summary. (See enclosure (5) pages 6 and 7.) The background paper should identify the individual or organization requesting the campaign; the campaign's internal information objectives; identify the target audience; and a summary of actions taken to meet command objectives and summarize the campaign results. The broadcast elements documentation must include both the broadcast elements (spots, news stories, readers, interviews, special programs, etc.) and a brief air history summary. It may continue onto a second page if necessary.

(3) A majority of the command information campaign must have taken place during calendar year 1999. For example: if most of a holiday campaign takes place in December 1999 and continues into January 2000, it would fall into this year's awards but will not be eligible for the 2000 awards.

(4) Each tape must include a runsheet indicating title, length and type of product such as spot, news, promo, etc., for each example on tape.

m. **Broadcast Journalist of the Year, Category M.** This award recognizes the individual whose products represent the highest standards of military broadcast journalism while communicating command information to the internal audience.

(1) Entrants assigned to a full-service outlet may submit radio and television products which have been produced and aired during calendar year 1999.

(2) Total time will not exceed 15 minutes.

(3) Include a Letter of Nomination from your commanding officer or officer in charge. The letter endorses your submission and tells the judges why you should be selected the Broadcast Journalist of the Year. Include a one-page biographical sketch.

(4) Entry should include assorted products reflecting writing, directorial and production skills. Any final script used in developing the entry products must be included.

(5) Each entry must include a run sheet indicating the nominee's name and contribution to the segment (e.g., writer, producer, reporter, etc.).

V. Navy-unique Categories

a. ***SITE TV Newscast, Category N.*** On a single tape enter ONE entire newscast aired during calendar year 1999.

b. ***SITE TV Spot Production, Category O.*** On a single tape, enter ONE spot (up to 60 seconds) aired during calendar year 1999.

c. ***SITE Open Category, Category P.*** On a single tape, enter ONE SITE production (other than a spot or newscast) limited to 60 minutes and aired during calendar year 1999.

BACKGROUND PAPER

Category L: COMMAND INFORMATION CAMPAIGN
(Name of Command Information Campaign)
(Submitting Unit)

CAMPAIGN REQUESTER: (Who requested service?)

EXAMPLE:

Commander, Naval Base, Norfolk, VA

CAMPAIGN OBJECTIVE: (What did the customer hope to accomplish?)
Include any pertinent initial benchmark statistics.

EXAMPLE:

Objective 1: Reduce numbers of phone calls from community on construction products. (Current 50 calls/day.)

Objective 2: Reduce complaints on outdated facilities scheduled for construction. (Current 20 calls/day.)

Objective 3: Prevent injuries in the construction areas.

TARGET AUDIENCE: (Who did customer wish to reach? List primary and secondary audiences, if appropriate.)

EXAMPLE:

Objectives 1 & 2: Child Care Center - Military member and/or spouse with children; Dormitory Reconstruction; Enlisted members living in or on waiting list for dormitory quarters.

Objective 3: Primary: Children & adults living/working in/around construction areas. Secondary: All community members.

SUMMARY OF ACTIONS TAKEN: (Brief chronology of campaign from initial request to end of campaign - if campaign is finished. Include coordination with other organizations in supporting the campaign, such as the local Public Affairs representative. NOTE: On-going campaigns must have started during 1999.)

CAMPAIGN RESULTS: (Summary of goals achieved and how successful the campaign was. Include any changes to initial benchmark statistics pertaining to each objective, survey results or customer feedback.)

BROADCAST PRODUCTS & AIR HISTORY
for
(Name of Command Information Campaign)

(Identify all broadcast products used in support of a campaign and its air history summary.)

EXAMPLE:

3 - 30 second radio spots	3/day - week 1
3 - 30 second radio spots	3/day - week 2
3 - 30 second radio spots	3/day - weeks 1-3
6 TV news stories	2/week
3 - 1-hour live radio phone-in shows etc.	1/week